The impact of consumer perceptions on purchasing decisions within circular economy business models: Insights from the retail sector

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Abstract

This study investigates consumer perceptions of Circular Economy Business Models (CEBMs) and their impact on buying behaviors. It explores how consumers' understanding and evaluation of CEBMs influence their purchasing decisions and, consequently, the financial growth of businesses adopting these models. The research reveals that positive consumer perceptions towards CEBMs correlate with increased brand loyalty and a willingness to pay premium prices. Additionally, the study examines the role of environmental concerns and quality perceptions in shaping consumer behavior towards CEBMs. The findings contribute to understanding the dynamic interaction between consumer attitudes and sustainable business practices, offering insights for businesses aiming to integrate circularity into their operations.

Keywords: Circular Economy Business Models; Consumer Perceptions; Sustainable Purchasing; Brand Loyalty; Environmental Sustainability

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1. Introduction

The need for sustainable alternatives to conventional linear business models has become critical as companies worldwide deal with the problems of limited resources and environmental degradation. The Circular Economy (CE), which promotes a regenerative strategy where products and materials are rebuilt, repurposed, and reused, minimizes waste and environmental effects, has emerged as a crucial paradigm shift. Circular Economy Business Models (CEBMs) have become prominent within this dynamic framework. CEBMs, distinguished by their dedication to sustainability and innovation, are transforming industries and affecting consumers' opinions and purchasing patterns. This study explores how customers view companies using CEBMs and how such impressions impact consumer spending, affecting financial growth.

1.1. Brief overview of the circular economy and the rise of CEBMs

Although the idea of the CE originates in many fields, such as economics, environmental science, and industrial design, it has recently acquired significant attention due to urgent ecological issues and resource scarcity (Geissdoerfer et al., 2017). Traditional lin- ear models—often summarized as "take, make, dispose of"—are increasingly recognized as unsustainable due to their reliance on finite resources and the environmental damage they inflict (Stahel, 2016). In contrast, the CE emphasizes a restorative and regenerative design, aiming to retain the highest value of products, components, and materials over time. This approach seeks not only to minimize waste but also to redefine the very essence of 'growth', fo- cusing on positive society-wide benefits (Webster, 2015). CEBMs are emerging from the CE principles. These models offer businesses innovative approaches to creating value, moving away from the sheer consumption of resources to a system where resources circulate with maximum utility (Lewandowski, 2016). CEBMs have witnessed a rising uptake among businesses as they recognize the economic opportunities they present, from reduced production costs due to efficient resource utilization to tapping into markets driven by eco-conscious consumers (Urbinati et al., 2017). Furthermore, as regulatory bodies worldwide tighten environmental regulations and resource prices fluctuate, businesses find CEBMs to be an ethical choice and a strategic necessity. Embracing circularity is no longer a niche strategy but an imperative for long-term competitiveness and resilience (Murray et al., 2017).

1.2. Importance of understanding consumer perceptions of CEBM

Understanding consumer perceptions is pivotal for any business model's success. It becomes especially crucial in the realm of CEBMs. As businesses transition from linear to circular practices, consumers' reception and interpretation of these changes play an indispensable role in dictating the model's success or failure (Urbinati et al., 2017). Consumer perceptions of CEBMs have the potential to influence market demand directly. Positive perceptions can increase brand loyalty, a willingness to pay premium prices, and favorable word-of-mouth marketing.

On the contrary, misunderstandings or negative perceptions of a business's circular practices can hinder market penetration and growth (Linder and Williander, 2017). Moreover, as CEBMs inherently involve alterations in product design, service delivery, or both, consumers' adaptability and responsiveness to these changes determine innovation trajectory. If consumers perceive these alterations as added value – for instance, viewing products as more sustainable or of better quality – they are more likely to engage and support the transition (Lüdeke-Freund et al., 2019).

Furthermore, businesses are scrutinized with increasing global consciousness regarding sustainability and environmental challenges. Consumers today are more informed and skeptical about businesses' sustainability claims, often called "greenwashing" (Geissdoerfer et al., 2017). Hence, genuinely understanding and addressing consumer perceptions of CEBMs can give businesses a competitive advantage, ensuring authenticity in their sustainability endeavors. In a broader societal context, consumer perceptions and subsequent behaviors concerning CEBMs can significantly contribute to the overarching goals of aCE. The positive reception and wide adoption of CEBMs by consumers can accelerate the shift from a linear to aCE, ultimately fostering a more sustainable and resource-efficient society (Korhonen et al., 2018). Altogether, for businesses to truly harness the benefits of CEBMs, an in-depth comprehension of consumer perceptions is not a mere advantage but a necessity. It ensures market success authentic sustainability positioning and contributes to the wider societal push towards circularity.

1.3. The link between consumer perceptions, buying behaviors, and financial growth

Consumer perceptions, rooted in cognitive evaluations and emotional reactions, drive purchasing decisions and behaviors (Solomon et al., 2012). In the CEBMs domain, how consumers perceive and appraise these sustainable practices heavily dictates their buying behaviors. A favorable perception of CEBMs often translates into positive buying behaviors. When consumers identify a company's commit- ment to sustainable and circular practices, they may develop increased trust in the brand, which can foster brand loyalty (Hartmann and Apaolaza-Ibáñez, 2012). By encouraging repeat business, this loyalty can increase sales volumes and provide steady revenue streams for the company.

Furthermore, perceptions have an impact on people's willingness to pay (WTP) premium prices. Studies have shown that customers frequently display a higher WTP for products they believe to be sustainable or linked to circular practices because they believe these products to be of higher quality or created ethically (Luchs et al., 2010). This WTP enables companies to possibly. Reach better profit margins, which directly contributes to economic expansion.

Positive perceptions might also encourage customers to represent a brand. They can influence their social networks and their peers through word-of-mouth marketing, expanding the potential clientele and boosting revenue (Cawsey and Rowley, 2016). The polar reverse, however, is also possible. Consumers' purchasing patterns may change negatively if they have a favorable perception of CEBMs, such as thinking of them as merely marketing gimmicks or "greenwashing." The bottom line of a company may be impacted as a result of dimin- ished brand loyalty, decreased WTP, and unfavorable word-of-mouth (Seele and Gatti, 2017) There is a direct connection between customer views, purchasing patterns, and economic growth. Businesses can sway consumer purchasing decisions in their favor by assuring favorable customer views of CEBMs, which will have a noticeable and immediate effect on their financial growth trajectory.

1.4. Research aim, objectives, and questions

This research aims to understand and analyze the influence of consumer perceptions of CEBMs on their buying behaviors and the subsequent impact on businesses' financial growth. The specific objectives are to:

- explore consumer perceptions of businesses adopting CEBMs and how these perceptions are formed.
- investigate the relationship between consumer perceptions of CEBMs and their buying behaviors.

- evaluate the impact of consumer buying behaviors influenced by perceptions of CEBMs on the financial growth of businesses.

The research will address the following questions:

- How are consumer perceptions of businesses adopting CEBMs formed?
- How do consumer perceptions of CEBMs influence their buying behaviors?
- What impact do consumer buying behaviors, influenced by perceptions of CEBMs, have on the financial growth of businesses?

1.5. Significance of the study

A multitude of cutting-edge business models has emerged as a result of the worldwide push for sustainability and environmental protection, with CE business models (CEBMs) at the forefront. Understanding the rippling impacts of these changes on consumers and the larger market becomes essential as firms struggle with the challenges of integrating circular practices into their operations. The significance of this study lies in its potential to shed light on the intricate interplay between consumer perceptions of CEBMs and their subsequent buying behaviors. At its core, the business world thrives on the dynamism of consumer behavior. By unpacking how consumers perceive, interpret, and react to businesses adopting CEBMs, this research could provide businesses with invaluable insights. These insights can guide firms in finetuning their strategies, ensuring that their circular initiatives are not only environmentally sound but also resonate with their target audiences (Geissdoerfer et al., 2017).

Furthermore, with the increasing emphasis on sustainable and responsible business practices, companies are seeking ways to validate the economic viability of their green initiatives. By probing into the connection between consumer perceptions of CEBMs, buying behaviors, and financial growth, this study can offer empirical evidence that bridges the chasm between sustainability and profitability. This could potentially debunk the oft-perceived trade-off between being sustainable and being profitable, underscoring that businesses can achieve both simultaneously (Lewandowski, 2016). Lastly, from a societal standpoint, understanding these dynamics can catalyze a broader shift toward aCE. If businesses can identify and capitalize on the factors that make consumers more receptive to CEBMs, it paves the way for a more sustainable future. As businesses and consumers align on the value of circular practices, the journey towards a more resource-efficient and sustainable global economy is accelerated (Murray et al., 2017). In essence, the significance of this study transcends academic interest, bearing implications for businesses, consumers, and society at large.

2. Literature review

Over the last few decades, academic research has begun to pay a significant amount of attention to the study of sustainable business practices. To achieve a balance between accelerated economic expansion and heightened environmental responsibility, numerous various business models and methods have been developed and put into use. In this situation, the development of CEBMs can be seen as a creative framework attempting to rethink the outdated "take-make-dispose" linear economic model. This is so that the amount of resources that are consumed, manufactured, and disposed of can be decreased through the usage of CEBMs. We will try to give a thorough analysis of the CE and how it is used in contemporary corporate structures in the part that follows.

2.1. Circular economy and business models: A brief overview

The CE, according to (Geissdoerfer et al., 2017), is based on an economic framework that prioritizes the ideas of regeneration and restoration. By reframing growth in terms of waste reduction and resource optimization, the CE seeks to depart from the conventional linear economic model. One of the main objectives of the CE is this. According to (Pollard et al., 2016), the process involves the creation of products and systems that place the highest priority on durability, reuse, and recycling. As a result, a cycle of sustainable development is established. Lewandowski (2016) claims that CEBMs are the tactical arrangements businesses use to integrate the principles of the CE into their operational processes. According to Webster (2015), the three essential notions that are widely used to define them are as follows: the elimination of waste and pollution through design, the promotion of product and material lifespan, and the restoration and rejuvenation of natural systems. The "Product as a Service" model is one of the most well-known ideas in the realm of company management. This model entails companies keeping ownership of a product while delivering its functionality to customers through an agreement to rent or lease the product. According to Tukker (2015), this strategy offers incentives for the deployment of long-lasting product designs as well as the use of efficient procedures for reuse and refurbishing. In other words, it encourages CE practices. Resource recovery is a technique that has acquired considerable popularity in this industry, and an example is the process by which businesses retrieve and reuse components from retired products and reintroduce them into the production cycle. Kirchherr et al. (2017) claim that this technology greatly lessens the need to rely on fundamental raw materials.

However, while these studies highlight the potential benefits of CEBMs and resource recovery techniques, there is often a lack of critical analysis regarding the practical challenges and limitations associated with implementing these models. For instance, the complexities of managing supply chains to facilitate the return and reuse of materials, potential costs involved, and the technological requirements for refurbishing and recycling materials are areas that require further exploration. Furthermore, Stahel (2016) points to the increasing pressure on firms to revisit their resource-intensive business models due to concerns about global resource scarcity. The legislative push towards sustainability, as mentioned in source (Ghisellini et al., 2016), serves as both a driver and a challenge for the adoption of CEBMs, indicating a gap in understanding the balance between regulatory compliance and business innovation.

According to Pollard et al. (2016), CEBMs have become an important asset in the market for goods and services that are highly competitive due to the evolving perspective of customers, which is defined by an increased emphasis on sustainability and responsible consumption. In its most fundamental form, the concept of the CE heralds a sea change in the manner in which businesses conceive about their growth, the use of available resources, and the production of value. Businesses have the chance to not only adhere to environmental standards but also discover new opportunities for innovation, differentiation, and long-term financial success when they adopt Corporate Social Responsibility (CSR) practices. These practices allow businesses to not only conform to environmental duties but also discover new opportunities.

2.2. Previous studies on consumer perceptions of sustainable business practices

The correlation between customer perceptions and sustainable business practices has received considerable scholarly interest, indicating the changing dynamics of the market and consumer values. Numerous studies have been conducted to comprehend how customers perceive, assess, and respond to the sustainable activities

undertaken by firms. The study conducted by Luchs et al. (2010) aimed to investigate the cognitive and affective mechanisms involved in consumers' assessment of items that possess sustainable characteristics. The authors postulated that individuals frequently make a trade-off between their perception of a product's efficacy and its sustainable attributes. For example, certain individuals may regard organic foods as possessing more health benefits but lower levels of palatability, thereby highlighting an inherent conflict in their assessments. The scrutiny surrounding the veracity of sustainability assertions put forth by firms has also emerged as a prominent subject of investigation. According to Tukker (2015), consumer skepticism towards green marketing is frequently observed as a result of the widespread occurrence of "greenwashing," wherein corporations overstate or inaccurately assert environmental advantages. The findings of their research indicate that it is imperative for organizations to actively pursue openness and authenticity in their assertions of sustainability to cultivate trust and loyalty. The cultural context significantly influences the formation of perceptions. Kucharska and Kowalczyk (2019) conducted a study that revealed that individuals residing in collectivist societies, such as Japan, exhibit a greater inclination towards valuing sustainable business practices when compared to those in individualistic countries. This finding implies that cultural norms and values have a substantial role in shaping individuals' perceptions. Furthermore, there are differences in views based on age demographics. The younger cohorts, specifically millennials, and Generation Z, have demonstrated an increased level of conscientiousness towards sustainability, leading them to exhibit a greater preference for brands that actively promote environmental initiatives (Geissdoerfer et al., 2017). The purchasing behaviors of this particular cohort are frequently influenced by a company's environmental and social reputation, hence emphasizing the financial consequences associated with sustainable business practices.

The examination of sustainable products about their perceived value in terms of both price and quality, has been a central area of scholarly investigation. According to Gershoff and Frels (2015), it may be posited that consumers, in general, exhibit a propensity to allocate additional financial resources towards sustainable items. However, this inclination is contingent upon their perception of the quality associated with such products. Customers might not think the ecological benefits of a sustainable product are worth the increased price if they believe it to be of lesser quality. Additionally, how businesses express their sustainable practices through communication channels has a big impact on what consumers think. According to Lewandowski (2016), using storytelling as a medium in sustainability advertising helps forge emotional connections with consumers and improve perceptions and brand loyalty. The study underlines how nuanced and diverse consumer views are towards environmentally friendly corporate practices. These beliefs are formed as a result of a variety of factors, including product attributes, marketing strategies, cultural norms, and demographic traits. Organizations must understand these nuances in order to align with customer values and ensure economic growth in light of the ongoing shift towards sustainability in the global business arena.

2.3. The link between consumer perceptions and buying behavior

Consumer perceptions, which combine thoughts, attitudes, and intentions about a specific product or brand, have a significant influence on consumer purchasing behavior. Both academics and practitioners have paid close attention to the complex interaction between perception and action in the area of consumer behavior. They want to have a thorough awareness of the many factors influencing consumer choice. Consumer perception, as described by Solomon et al. (2014) can be conceptualized as a cognitive process involving the act of filtering. People are regularly exposed to a diverse range of stimuli from their immediate environment.

Nevertheless, it is crucial to acknowledge that individuals only process a limited amount of this information, and an even smaller fraction of these stimuli possess the capacity to influence their purchasing choices. The understanding of these cues by customers holds considerable significance for firms to grasp, as it forms the essential foundation for their purchasing decisions. The seminal book by Creswell and Creswell (2017) made a noteworthy scholarly contribution by introducing the Theory of Reasoned Action to the discipline. According to this theoretical framework, behavioral intentions, namely those related to purchasing decisions, are predominantly influenced by two fundamental factors: the individual's attitude towards the conduct and the subjective norms connected with it. These attitudes, derived from consumer perceptions, serve as indications of the likelihood of engaging in a particular behavior. The significance of this connection is particularly noteworthy within the context of sustainable or ethically produced commodities. In the study of Oghazi et al. (2018), identified a significant correlation between customers' opinion of products as ethically superior and their desire to purchase. However, a notable discrepancy arises when consumers' intentions do not correspond with their actual purchase behaviors, a phenomenon commonly known as the "attitude-behavior gap". Hasbullah et al. (2022) have identified a notable disparity between the stated preferences of buyers for sustainable items and their subsequent actions. The inconsistency observed can be attributed to multiple factors, encompassing price, availability, and the perceived quality of the product.

The importance of brand perception in influencing consumer buying behavior should not be undervalued. Chinomona (2016) emphasized the importance of strong brand perceptions in fostering brand loyalty, hence reducing the cognitive load on consumers throughout the decision-making process and enhancing the possibility of making purchases without extensive examination. Moreover, the role of perceptions regarding the worth of a product is of utmost importance. In accordance with the proposition posited by De Medeiros et al. (2016), the notion of perceived value, denoting a consumer's evaluation of the advantages of a product in relation to its corresponding expenses, exerts a direct impact on consumer decision-making processes pertaining to purchases. Consumers exhibit a greater propensity to engage in beneficial purchasing behaviors when they perceive a heightened value, which may be ascribed to various reasons, including but not limited to quality, sustainability, and brand reputation. The widespread use of digital technology and the growing prominence of social media platforms have greatly enhanced the correlation between individuals' perceptions and their consumer choices. Xiao et al. (2018) conducted a study to investigate the phenomenon of the "credibility heuristic" and its influence on customer perceptions and online purchasing behaviors. The authors contend that online reviews and peer recommendations have a significant impact on consumer perceptions, ultimately influencing their online purchasing decisions. In conclusion, it is imperative for organizations to fully grasp the complex relationship between consumer perceptions and purchase behavior. Perceptions have a crucial role in exerting influence on customer purchase decisions, serving as a guiding mechanism. Nevertheless, it is crucial to recognize that the final result of these choices is shaped by several intervening elements, encompassing socio-cultural norms and economic considerations. In the current market landscape, organizations that possess the capacity to effectively evaluate and subsequently align with customer perspectives will unavoidably sustain a competitive edge.

2.4. Impact of buying behavior on financial performance

Understanding the complexities of client buying behavior is highly significant, not only for developing efficient marketing strategies but also for evaluating the long-term financial sustainability of a business. Multiple

research studies have presented empirical data that supports the correlation between purchasing behavior and financial performance, hence emphasizing the significance of aligning organizational objectives with customer preferences. The concept of brand loyalty holds significant importance inside this interconnected network. Singh (2021) defines brand loyalty as a robust and persistent commitment to repurchase a preferred product or service in the future despite external influences and marketing tactics that may otherwise induce consumers to switch to choices. Organizations that effectively foster a robust sense of loyalty among their consumers can expect to experience constant and dependable streams of revenue. According to Khan (2013), a marginal augmentation of 5% in customer retention has the potential to yield a substantial upsurge in profitability, ranging from 25% to 95%. This discovery underscores the significant impact of recurrent buying patterns on financial metrics. In conjunction with the concept of loyalty, the notion of price elasticity of demand, which measures the extent to which quantity required reacts to changes in price, is likewise intertwined with customer buying behavior. Kotler and Keller (2016) assert that buyers who perceive a higher intrinsic value in a product demonstrate reduced price sensitivity, leading to a constrained decline in sales volume. This phenomenon allows businesses to maintain or maybe raise prices, thus improving their profit margins.

The relationship between consumer buying behavior and financial outcomes is particularly emphasized in the context of sustainable and ethically produced goods. Modica et al. (2020) suggest that the propensity of customers to exhibit a willingness to pay premium pricing for environmentally conscious products can yield enhanced profitability for firms that embrace sustainable practices. However, firms that fail to meet these ethical obligations are at risk of facing boycotts and damage to their reputation, leading to enduring financial repercussions. The process of digitizing commerce has further enhanced the relationship. Consumer purchasing decisions are greatly influenced by online reviews, particularly those available on e-commerce sites. According to a study conducted by Kumar et al. (2023), a positive link was seen between improved review ratings of a product and subsequent growth in sales. The aforementioned explicit correlation underscores the importance of consumer purchase behaviors, which are influenced by digital platforms, and their possible ramifications on financial prosperity within the modern interconnected economy. The concept of client lifetime value (CLV) pertains to the calculation of the comprehensive worth that a customer brings to a firm throughout their affiliation. This value is intricately linked to the patterns of purchasing behavior. Kumar and Rajan (2020) argue that a comprehensive understanding and effective management of consumer buying habits can empower companies to optimize their strategies, hence maximizing CLV and fostering long-lasting and profitable client relationships. The intricate nature and paramount significance of the correlation between consumer purchasing behavior and financial performance cannot be overstated. Given the dynamic nature of markets and the evolving preferences of consumers, firms that exhibit an awareness of these behavioral changes and adapt their strategies accordingly possess the capacity to attain significant financial benefits.

3. Methodology

3.1. Research design

This study uses a quantitative approach to investigate the complex relationship between consumers' purchasing behaviors and their perceptions of CE business models, or CEBMs. Focusing on measurable data, this methodology enables objective interpretation of trends and patterns within big datasets using statistical analysis (Creswell and Creswell 2017). The selection of a quantitative approach over a qualitative one is based

on a number of important factors that are pertinent to the objectives of this research. First off, gathering data from a large population sample is made possible by the quantitative technique, which is crucial for generalizing research results to a larger audience. Due to the intrinsic diversity and variability of consumer behavior, understanding it is particularly crucial (Smith, 2015). A large number of participants' data can be systematically collected using structured instruments, such as surveys or questionnaires, which improves the findings' validity and reliability.

Moreover, the quantitative approach makes it easier to use statistical techniques to examine connections between variables. It makes it possible to investigate how many facets of consumers' perceptions of CEBM—such as awareness, attitudes, and trust—relate to their purchase decisions in the context of this study. Regression analysis and correlation are two methods that can be used to find important consumer behavior predictors. These methods can provide useful information for companies considering implementing CEBM (Bryman, 2016). Furthermore, a level of impartiality that is less common in qualitative methods is provided by the quantitative approach. Statistical analysis reduces subjective interpretations and biases, giving results a more impartial basis (Johnson and Onwuegbuzie, 2004). In an area like consumer behavior, where subjective interpretations might distort the comprehension of underlying patterns, this impartiality is essential. Finally, establishing a baseline for subsequent research is made possible by the capacity to measure consumer views and behaviors. In order to comprehend the changing nature of customer attitudes towards sustainable business practices, it offers a framework for longitudinal research that tracks changes over time (Kumar, 2018). The quantitative research strategy was chosen because it can effectively meet the particular requirements of this investigation and provide a solid framework for comprehending the intricate relationships between consumers' perceptions of CEBM and their purchasing decisions.

3.2. Sample selection and data collection

Customers who are aware of or have a basic understanding of CEBM make up the study's target demographic. In order to elicit informed responses on participants' perceptions and purchasing behaviors, they must have a minimal degree of awareness about sustainable business practices, which is why this particular emphasis was chosen (Fraenkel et al., 2018). The survey questions were precisely developed through a multi-phase process involving literature review, expert consultations, and pre-testing. Initially, items were generated based on a comprehensive review of existing scales and theoretical foundations related to consumer perceptions and behaviors within CEBMs. These draft questions were then reviewed by a panel of experts in sustainability, marketing, and survey design to ensure content validity and relevance. Following modifications based on their feedback, a pilot survey was conducted with a small sample from the target demographic to test the clarity, comprehensibility, and reliability of the questions. Participant feedback led to further refinements. Finally, the survey instrument underwent a validity and reliability analysis using Cronbach's alpha and exploratory factor analysis (EFA) to ensure the survey's internal consistency and construct validity. This rigorous development and validation process aimed to ensure that the survey accurately captures informed responses on participants' perceptions and purchasing behaviors regarding CEBMs. There are two steps in the selection criterion for participation. Initially, people with at least a basic understanding of CEBM are identified through the use of a screening questionnaire. Subsequently, stratified sampling is used to guarantee a heterogeneous representation of demographic variables, including age, gender, educational attainment, and economic bracket (Cohen et al., 2017). By mirroring the larger consumer population, the stratification attempts to improve the

findings' generalizability. A power analysis is used to establish the sample size in order to guarantee that there is enough statistical power to detect meaningful effects. The target population is at least 300, which is in line with guidelines for appropriate sample sizes in quantitative research.

Because of its effectiveness and capacity to reach a large audience, an online survey approach is selected for data collecting (Wright, 2005). The survey's structured questions are intended to examine consumers' perceptions of CEBM and their purchasing patterns quantitatively. In order to facilitate statistical analysis, it has a combination of closed-ended questions and a few open-ended questions to capture more complex viewpoints. The poll is disseminated via multiple internet channels, such as consumer forums and social media, in order to reach a wide range of respondents. To sum up, the methods for selecting the sample and gathering data have been carefully designed to capture a thorough and representative picture of consumer attitudes toward CEBM, offering a strong basis for the research that follows.

3.3. Survey instrument and variables

The study's survey instrument has been carefully crafted to gather quantifiable data on the subtleties of customer attitudes towards CEBMs and the purchasing patterns that go along with them. The survey was developed using a systematic methodology that included both freshly created items specifically for the CEBM context and established scales. There are two primary components to the instrument. Measuring customer views of CEBM is the main objective of the first phase. This encompasses elements like knowledge, comprehension, trust, and attitude toward CEBM. Various factors are important because they provide information about how customers view various business models and how much they value sustainable practices (Ajzen, 2020). The survey uses a Likert scale, which goes from strongly disagree to agree, to gauge these opinions strongly. Due to its capacity to measure the strength of respondents' attitudes and beliefs, this scale is frequently utilized in studies on consumer behavior (Boone Jr and Boone 2012).

The survey's second component deals with indications of purchasing behavior. Measures of prior purchasing patterns, a consumer's desire to spend more on goods from companies using CEBM, and their propensity to refer these companies to others are all included in this. One important factor in determining the financial effects of CEBM adoption is the direct correlation these indicators offer between consumer perceptions and actual purchase behavior (Kotabe and Helsen, 2022). The survey uses a combination of direct questions regarding previous and planned purchase activities and Likert scale questions to evaluate these behaviors. A pilot test is carried out with a small portion of the target population in order to confirm the validity and reliability of the survey instrument. The questions' format and wording are improved based on feedback from this pilot test to ensure clarity and minimise any potential biases (Creswell and Creswell, 2017). The completed survey instrument is then prepared for distribution and can accurately record the intricate connection between consumers' purchasing behaviors and their impressions of CEBM.

3.4. Data analysis

The study's data analysis stage is essential for converting unprocessed survey data into insightful knowledge on how consumers view CEBM and how they make purchases. A number of statistical techniques, each designed to test particular hypotheses and look at the correlations between different variables, will be used to do this. Regression analysis is at the forefront of these techniques and will be used to evaluate how consumer

perceptions affect purchasing decisions. This method works especially well for figuring out how several independent variables (like attitude, trust, and awareness of CEBM) affect a dependent variable (like purchasing behavior) (Field, 2013). Regression analysis will allow for the determination of the type and strength of these correlations, as well as whether they are non-significant, positive, or negative. The Analysis of Variance (ANOVA) is another important technique that will be used to compare the mean answers among various demographic groups. ANOVA, for instance, can be used to determine whether attitudes and actions among various age groups, socioeconomic classes, or educational backgrounds differ significantly from one another. Understanding the variety of customer reactions to CEBM requires this comparison (Pallant, 2020).

To guarantee that the dataset is accurate and full, data cleaning will come before data analysis. After that, descriptive statistics like mean, median, and standard deviation will be calculated to give a summary of the data. These descriptive metrics provide a basic grasp of the primary patterns and distribution of the data. To test the hypotheses, inferential statistics will then be used. To guarantee the validity of the results, this entails verifying the assumptions used for each statistical test, such as normality and homogeneity of variance (Black, 2023). After that, the results of these studies will be evaluated in light of the body of prior research to provide a thorough knowledge of how customer perceptions of CEBM affect their purchasing decisions.

3.5. Ethical considerations

In order to ensure that the research meets the greatest standards of honesty and participant respect, ethical issues are of utmost importance in this study. Among these, the informed consent concept is crucial. The goal of the study, its methods, and participants' rights—including the freedom to discontinue participation at any moment without incurring penalties—are all explained in detail to participants (Resnik, 2015). Prior to participation, consent forms are obtained from participants, who attest to their understanding and voluntary decision to participate in the study. Another important consideration is data confidentiality. To preserve privacy, all participant data is anonymized and kept in a secure location. To ensure that individual responses cannot be linked to participants, personal identifiers are eliminated from the dataset (Sieber and Tolich, 2012). This preserves the anonymity of the participants' answers and protects their privacy. Lastly, measures are implemented to guarantee that research participants are treated ethically at every stage of the investigation. This entails abstaining from all forms of fraud, making sure that participants suffer no damage, and giving them the information and assistance they require after participating (Israel and Hay, 2006). These actions highlight the dedication to carrying out research morally and responsibly.

4. Results

This chapter delves into the analysis of data collected from the survey on consumer perceptions of CEBMs and their influence on buying behaviors. The study's primary aim is to understand and analyze the impact of consumer perceptions of CEBMs on their buying behaviors and the subsequent effect on businesses' financial growth. To achieve this, the research follows a quantitative approach, focusing on measurable data to objectively interpret trends and patterns within the dataset, as detailed in the Methodology. The significance of this study lies in its potential to unravel the intricate interplay between consumer perceptions of CEBMs and their subsequent buying behaviors. This chapter, therefore, seeks to systematically analyze the survey responses, employing statistical tools to uncover insights into how consumers view CEBMs and the influence

these views have on their purchasing decisions. The survey instrument, developed as per the methodologies described in Methodology, captures various aspects of consumer perceptions, including awareness, attitude, trust, and willingness to pay a premium for products from businesses using CEBMs. The survey also probes into the consumers' likelihood of recommending such companies and their views on the quality of products offered under CEBM. These aspects are critical to understanding the consumer mindset and are directly linked to the objectives laid out in the initial chapters of this dissertation. Altogether, this chapter aims to present a comprehensive analysis of the collected data, aligning with the research objectives and questions set forth in the earlier chapters, and to contribute meaningfully to the discourse on CEBMs and consumer behavior in the context of sustainable business practices.

4.1. Descriptive statistics

This section presents the descriptive statistical analysis of the survey data. It is an integral part of the study designed to assess consumer perceptions of CEBMs and their influence on buying behaviors, as outlined in the methodology section. The survey, comprising a series of questions on various aspects of consumer perceptions and behaviors toward CEBMs, was completed by 300 participants. The sample size is considered adequate for the study's scope and objectives, as discussed previously. The descriptive statistics include the mean, median, and standard deviation for each item, providing a comprehensive overview of the dataset (George and Mallery, 2018).

Table 1. Descriptive statistic

Statistics		Gender	Perception of CEBMs	Influence of CEBMs on Buying Decisions	Willingness to Pay Premium	Quality Perception	Environmental Concern	Brand Loyalty towards CEBMs	Recommendation Likelihood	Perceived Impact on Financial Growth
N	Valid	300	300	300	300	300	300	300	300	300
	Missing	0	0	0	0	0	0	0	0	0
Mean		1.52	2.68	3.69	3.21	2.41	2.91	3.17	3.41	2.63
Median		2.00	2.00	4.00	3.00	3.00	3.00	3.00	3.00	2.00
Std. Deviation		.500	1.365	1.225	1.045	1.152	1.700	1.161	1.288	1.475

4.1.1. Gender distribution

The gender distribution of the respondents was almost even, with 47.7% (143) male and 52.3% (157) female participants, highlighting a balanced representation in the sample.

Table 2. Gender distribution

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	143	47.7	47.7	47.7
	Female	157	52.3	52.3	100.0
	Total	300	100.0	100.0	

4.1.2. Perception of CEBMs

The mean score for the perception of CEBMs was 2.68, with a median of 2.00 and a standard deviation of 1.365. This indicates a moderate perception level among consumers, suggesting a need for increased awareness and positive reinforcement of CEBMs in the consumer market.

4.1.3. Influence of CEBMs on buying decisions

The influence of CEBMs on buying decisions yielded a higher mean score of 3.69, a median of 4.00, and a standard deviation of 1.225. This result points to a significant impact of CEBMs on consumer purchasing choices, aligning with the theoretical framework.

4.1.4. Willingness to pay premium

Respondents indicated a mean score of 3.21 for their willingness to pay a premium for products aligned with CEBMs, with a median of 3.00 and a standard deviation of 1.045. This reflects a moderate to high willingness among consumers to support CEBM practices financially, resonating with the literature on consumer behavior toward sustainable practices.

4.1.5. Quality perception

The quality perception of products under CEBM received a mean score of 2.41, a median of 3.00, and a standard deviation of 1.152. This suggests a varied perception of quality, indicating an area where CEBM companies could focus on enhancing consumer confidence.

4.1.6. Environmental concern

Environmental Concern, a key factor in CEBM adoption, showed a mean score of 2.91, a median of 3.00, and a standard deviation of 1.700. This high standard deviation suggests a diverse range of views on environmental impact among consumers, underlining the importance of targeted communication strategies.

4.1.7. Brand Loyalty towards CEBMs

The mean score for brand loyalty towards CEBMs was 3.17, with a median of 3.00 and a standard deviation of 1.161. This reflects a moderately positive inclination towards loyalty to brands practicing CEBMs, supporting the discussions on brand loyalty in sustainable business.

4.1.8. Recommendation likelihood

The likelihood of recommending a company using CEBMs scored a mean of 3.41, a median of 3.00, and a standard deviation of 1.288. This indicates a relatively strong propensity among consumers to recommend CEBM companies, which is crucial for organic marketing growth.

4.1.9. Perceived impact on financial growth

Lastly, the perceived impact of CEBMs on financial growth had a mean score of 2.63, a median of 2.00, and a standard deviation of 1.475. This lower mean score suggests a need for greater consumer education on the economic benefits of CEBMs.

In conclusion, the descriptive statistical analysis provides valuable insights into the current state of consumer perceptions and behaviors concerning CEBMs. These findings lay the groundwork for further inferential statistical analysis and discussion, as will be explored in the subsequent sections of this chapter.

4.2. Regression Analysis

The regression analysis in this study serves as a cornerstone for understanding the intricate relationship between consumer perceptions of CEBMs and their purchasing behaviors, a key aspect highlighted in the research objectives. This section discusses the regression model summary, including the R, R Square, Adjusted R Square, and Standard Error of the Estimate. It interprets their significance in the context of consumer behavior (Sarstedt et al., 2019).

The regression model demonstrates a significant level of predictability with an R-value of 0.670, indicating a substantial relationship between the independent variables (Recommendation Likelihood, Quality Perception, Brand Loyalty towards CEBMs, Perception of CEBMs, Environmental Concern, Willingness to Pay Premium) and the dependent variable (Influence of CEBMs on Buying Decisions). According to this R-value, the model can account for roughly 67% of the variability in the dependent variable. According to the R Square value of 0.449, which indicates the percentage of variance in the dependent variable that can be predicted from the independent variables, changes in consumers' attitudes and perceptions of CEBMs account for about 45% of the variances in their purchasing decisions. The Adjusted R Square value of 0.438, slightly lower than the R Square, accounts for the number of predictors in the model, providing a more accurate estimate of the

variability explained by the model in the population. The Standard Error of the Estimate, at 0.918, quantifies the typical distance that the observed values fall from the regression line. This value indicates the average amount of error in the predictions made by the model, emphasizing the level of precision with which the model predicts consumer behavior.

Table 3. Model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 [a]	.449	.438	.918

a. Predictors: (Constant), Recommendation Likelihood, Quality Perception, Brand Loyalty towards CEBMs, Perception of CEBMs, Environmental Concern, Willingness to Pay Premium

These results are significant because they are consistent with the theoretical frameworks that have been explored in the literature, which emphasizes the role that customer perceptions have in influencing their purchase behavior. The model's ability to predict a considerable portion of the variance in buying decisions based on consumer perceptions underlines the critical role of CEBMs in influencing consumer behavior. This supports the literature suggesting that consumers' positive perceptions of sustainable practices, including CEBMs, can lead to enhanced brand loyalty and willingness to pay premium prices. Furthermore, the regression analysis corroborates the methodology and research design outlined in the methodology, demonstrating the effectiveness of the chosen quantitative approach in capturing the distinctions of consumer behavior in relation to CEBMs. The regression model's predictive power validates the research hypotheses that consumer perceptions significantly influence their buying behaviors, impacting businesses' financial growth. In conclusion, the regression analysis provides a robust statistical foundation to understand the complex dynamics between consumer perceptions and buying behaviors in the context of CEBMs. It not only confirms the theoretical propositions discussed in the earlier chapters but also offers empirical evidence to guide businesses in strategizing their adoption of CEBMs, aligning with consumer expectations, and enhancing their market position.

4.3. ANOVA analysis

The ANOVA is a critical statistical tool used in this research to understand the influence of CEBMs on consumer buying decisions (Israel and Hay, 2006)). The ANOVA results are interpreted in this section with particular attention paid to the F-value, mean square, sum of squares, and their importance in relation to the research objectives posed in the first several chapters of this dissertation.

Table 4. ANOVA analysis

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	201.553	6	33.592	39.849	.000 [b]
	Residual	246.994	293	.843		
	Total	448.547	299			

a. Dependent Variable: Influence of CEBMs on Buying Decisions

b. Predictors: (Constant), Recommendation Likelihood, Quality Perception, Brand Loyalty towards CEBMs, Perception of CEBMs, Environmental Concern, Willingness to Pay Premium

This study's ANOVA includes the dependent variable, the Influence of CEBMs on Buying Decisions, along with a number of predictors, such as environmental Concern, recommendation likelihood, quality perception, brand loyalty towards CEBMs, and perception of CEBMs. The total sum of squares, or 448.547, measures the entire variation in the dependent variable. It is separated into two parts: the residual sum of squares (246.994) and the sum of squares resulting from the regression (201.553). The regression sum of squares indicates the extent to which the independent variables explain the variation in the dependent variable, which, in this case, is substantial. The degrees of freedom associated with the regression sum of squares is 6, representing the number of predictors in the model. The residual degrees of freedom are 293, calculated as the total number of observations minus the number of predictors minus one. The mean square is obtained by dividing the sum of squares by the respective degrees of freedom. For regression, the mean square is 33.592, and for residuals, it is 0.843. The mean square for regression indicates the average amount of variation explained by each predictor in the model. The F-value of 39.849 is a ratio of the mean square for regression to the mean square for residuals. This value is significantly high, indicating that the model as a whole has a substantial effect. The significance value (p-value) is .000, which is less than the conventional alpha level of 0.05, suggesting that the model's predictors collectively significantly predict the dependent variable.

The results from the ANOVA analysis have significant implications for the research questions posited in this study. The high F-value and the low significance level confirm that factors such as Recommendation Likelihood, Quality Perception, and Brand Loyalty towards CEBMs, among others, are significant predictors of the influence of CEBMs on buying decisions. This supports the theoretical framework established in the literature, where the link between consumer perceptions and buying behavior is emphasized. Furthermore, the ANOVA results provide empirical backing for the methodology adopted in this research. The statistical significance of the model indicates that the variables selected for the study effectively capture the essence of consumer behavior in the context of CEBMs. In conclusion, the ANOVA analysis offers strong evidence that consumers' purchasing decisions are greatly influenced by their perceptions of CEBMs, which are modified by a variety of

circumstances. These results are crucial in addressing the study questions and provide insightful information about the relationship between market behavior and customer perception in the context of sustainable business practices.

4.4. Coefficients analysis

The study's regression coefficients on how consumers view CEBMs and how they affect purchasing decisions are interpreted in this section. Understanding how each predictor variable affects the dependent variable requires analyzing both unstandardized and standardized coefficients (Pandis, 2016).

Table 5. Coefficient analysis

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.318	.674		-6.406	.000
	Perception of CEBMs	.384	.045	.428	8.593	.000
	Willingness to Pay Premium	.533	.076	.455	6.999	.000
	Brand Loyalty towards CEBMs	.663	.057	.628	11.721	.000
	Quality Perception	.296	.051	.279	5.780	.000
	Environmental Concern	.248	.046	.345	5.445	.000
	Recommendation Likelihood	.505	.070	.531	7.174	.000

a. Dependent Variable: Influence of CEBMs on Buying Decisions

The model's constant (-4.318) suggests the baseline level of the dependent variable (Influence of CEBMs on Buying Decisions) when all independent variables are zero. The significant t-value (-6.406) and p-value (.000) indicate the model's intercept is significantly different from zero. The coefficient for Perception of CEBMs (0.384) with a Beta value of 0.428 suggests a positive and strong relationship with buying decisions. This is in line with the discussions in literature, where consumer perceptions were identified as a key factor influencing buying behavior. The positive coefficient (0.533) and high Beta value (0.455) for Willingness to Pay Premium indicate a substantial impact on buying decisions, supporting the hypothesis that consumers' willingness to

pay more for sustainable products is a significant determinant of their purchasing behavior. With a coefficient of 0.663 and the highest Beta value (0.628) among the predictors, Brand Loyalty towards CEBMs has a profound impact on buying decisions. This supports the literature reviewed in Chapter 2, which emphasized the importance of brand loyalty in consumer behavior. The positive coefficient (0.296) and Beta value (0.279) for Quality Perception imply that higher quality perceptions of CEBM products significantly influence purchasing decisions, resonating with the theories discussed in Chapter 2 (Chapter 2, Section 2.3). Environmental Concern, with a coefficient of 0.248 and a Beta value of 0.345, also shows a notable influence on buying decisions. This finding is in agreement with the discussions in previous chapters regarding the growing consumer concern for the environment. The coefficient for Recommendation Likelihood (0.505) and its Beta value (0.531) indicates a strong influence on buying decisions. This aligns with the literature on the power of word-of-mouth in consumer decision-making.

According to the coefficients analysis, every predictor variable has a major influence on the purchasing decisions of consumers. This is consistent with the research issues that this study aims to answer, emphasizing how crucial it is to comprehend the ways in which different CEBM-related elements affect consumer behavior. According to the findings, companies that use CEBMs can strengthen their position in the market by concentrating on these crucial areas: enhancing customer perceptions, encouraging brand loyalty, highlighting the caliber of their products, and successfully resolving environmental concerns. To sum up, our analysis provides insightful information about the dynamics of consumer behavior in CEBMs. The substantial influence of every predictor variable highlights the intricate interaction of variables influencing consumer purchasing decisions within the framework of sustainable business models, offering empirical backing to the theoretical constructs and conjectures presented in the preceding sections of this thesis.

5. Discussion

This chapter summarises the main findings of the study, which looked into how consumers felt about CEBMs and how that affected their decisions to buy. Based on information gathered from a structured survey, the research provided important new information about how consumer behavior is influenced by elements such as brand loyalty, perceptions of quality, and environmental concerns. This talk provides a thorough grasp of the interaction between CEBMs and customer purchasing behavior by placing these findings within the larger framework of the dissertation.

Integrating the findings of this study with established theories in consumer behavior and sustainability provides a more nuanced understanding of how CEBMs influence purchasing decisions. For instance, aligning with the Theory of Planned Behavior (Afshar Jalili and Ghaleh, 2021), the observed positive correlation between consumer perceptions of CEBMs and their purchasing behavior can be understood as a reflection of consumers' attitudes towards sustainable practices, influenced by societal norms and their perceived ability to enact change through their purchases (Afshar Jalili and Ghaleh, 2021). Furthermore, the Value-Belief-Norm (VBN) theory offers a lens through which the strong influence of environmental concerns on purchasing decisions can be examined, suggesting that personal values towards sustainability drive beliefs that, in turn, shape purchasing behavior (Nielsen et al., 2021). These theoretical perspectives underscore the importance of enhancing consumer awareness and aligning CEBMs with consumer values to motivate sustainable purchasing decisions.

Additionally, the study's insights into brand loyalty and the willingness to pay a premium for sustainable products resonate with the concepts of Brand Relationship Quality (BRQ) and CSR. Brands that integrate CEBMs and effectively communicate their sustainability efforts can foster deeper consumer loyalty through emotional and psychological ties, aligning with the BRQ model (Memon and Khan, 2021). Meanwhile, the CnSR model suggests that consumers are increasingly willing to assume responsibility for the social and environmental impacts of their purchases, indicating a shift towards more conscious consumption patterns (Uzdavinyte and Kaminskiene, 2023). These models highlight the dynamic nature of consumer behavior and the growing consumer trend towards ethical consumption, suggesting a strategic focus for businesses and policymakers aiming to promote sustainability through CEBMs.

The main conclusions of this study greatly advance our knowledge of the relationships that exist between consumers' opinions of CEBMs and their purchasing decisions. The statistical analyses illuminated how various factors, such as brand loyalty, quality perception, and environmental concerns, substantially impact consumer behavior in the context of CEBMs. Firstly, the positive correlation between the Perception of CEBMs and buying decisions underscores the pivotal role of consumer awareness and attitude towards sustainable practices. This finding is in line with the theoretical perspectives, where consumer awareness was highlighted as a key driver of sustainable purchasing behavior. It reflects the growing consumer trend towards ethical consumption and suggests that businesses adopting CEBMs could gain a competitive edge by effectively communicating their sustainability ethos to consumers (Elf et al., 2022). The analysis also revealed a strong influence of Brand Loyalty towards CEBMs on purchasing decisions. This resonates with the concepts of brand loyalty and consumer trust explored in literature. It suggests that businesses that successfully integrate CEBMs into their operations can foster deeper customer loyalty, potentially leading to higher customer retention and long-term profitability (Seikkula, 2020). Furthermore, the Willingness to Pay Premium, another significant predictor, indicates that consumers are not just passively aware of sustainability issues but are actively willing to invest in them. This aligns with the discussions in the literature on the evolving consumer values towards sustainability, where a shift from cost-driven to value-driven purchasing patterns was observed.

Environmental Concern's impact on buying decisions also aligns with the literature suggesting that modern consumers are increasingly conscious of their ecological footprint. This finding emphasizes the importance of environmental stewardship in shaping consumer preferences and highlights a growing market segment that prioritizes sustainability in their purchasing decisions (Rathore, 2017). Lastly, the influence of Quality Perception on buying decisions indicates that consumers associate sustainable practices not just with environmental benefits but also with product quality. This suggests a synergistic relationship between sustainability and perceived product quality. In conclusion, the findings from this study offer a nuanced understanding of the factors that influence consumer behavior in the context of CEBMs. They provide empirical evidence supporting the theoretical frameworks discussed in earlier chapters and highlight the multifaceted nature of consumer decision-making processes in the realm of sustainable business practices. These insights are crucial for businesses aiming to adopt CEBMs, as they offer a roadmap for aligning business strategies with consumer expectations and values.

The findings of this study on consumer perceptions of CEBMs and their impact on buying decisions present both consistencies and discrepancies when compared to existing literature in this field. A notable alignment is observed with the work of researchers, where the positive correlation between consumer awareness of sustainability and purchasing behavior was established. Similar to these studies, this research also found a

significant relationship between consumer perceptions of CEBMs and their buying decisions, reaffirming the importance of consumer awareness in driving sustainable consumption. Contrastingly, while existing literature suggests that price sensitivity often hinders consumers' willingness to pay a premium for sustainable products, this study revealed a relatively higher willingness among consumers to invest in products associated with CEBMs (Lüdeke-Freund et al., 2019). This discrepancy could be attributed to a shift in consumer values and a growing trend towards ethical consumption, possibly influenced by increased global awareness and education on sustainability issues. The strong influence of brand loyalty and environmental Concern on purchasing decisions found in this study aligns with the current academic discourse, particularly the findings that highlight consumers' loyalty to brands that demonstrate environmental responsibility (Panda et al., 2020). This suggests that companies adhering to CEBMs can not only attract but also retain a customer base by emphasizing their commitment to sustainable practices.

However, this research challenges some aspects of the existing literature that posits a straightforward relationship between perceived quality and sustainable practices. The study's findings indicate a more complex interplay between these factors, suggesting that while quality perception influences buying decisions, it does so alongside other factors like environmental Concern and brand loyalty (Marakanon and Panjakajornsak, 2017). In summary, this study contributes to the existing body of knowledge by corroborating certain established theories while also providing new insights, particularly in areas where consumer attitudes towards sustainability are evolving. The findings underscore the dynamic nature of consumer behavior, reflecting changes in societal values and increasing awareness of sustainability, which could account for some of the differences observed when compared to earlier literature.

This research, while providing valuable insights into consumer perceptions of CEBMs and their buying behaviors, is not without limitations. A primary constraint is the reliance on self-reported data through surveys. Such data can be susceptible to biases, including social desirability bias, where respondents may provide answers they believe are more socially acceptable than their true opinions. This could potentially skew the results, affecting the generalizability of the findings. Additionally, the study's focus on a specific demographic and geographic location limits its applicability to broader, more diverse populations. The sample was predominantly made up of US participants, as stated in the methodology, which may not fully reflect consumer opinions regarding CEBMs around the world. These drawbacks underscore the necessity for more inclusive and varied sample techniques in future studies, maybe with a longitudinal design to monitor changes in consumer behavior over time. To provide deeper insights into consumer motives and attitudes, future research could also benefit from including qualitative methodologies, such as focus groups or interviews. This would complement and enhance the findings of this study.

Future research should try to increase the breadth and depth of knowledge regarding CEBMsand consumer behavior in light of the study's results and limitations. Results will be more broadly applicable if participant demographic and geographic variety is increased. In order to address the static nature of the present research, a longitudinal study design could offer insights into how consumer views and behaviors change over time. Incorporating qualitative techniques, such as focus groups or in-depth interviews, would enhance the quantitative data by providing a more comprehensive and nuanced knowledge of customer attitudes and motives for CEBMs. Furthermore, investigating how emerging technologies might support sustainable consumer practices and how digital media shapes consumer views could be very insightful for policymakers and enterprises. The important findings from the study were covered in this chapter, with a focus on the

interaction between consumers' views of CEBMs and their purchase behavior. It provided a basis for further research in this developing subject and reaffirmed the significance of this study in influencing consumer behavior and sustainable business practices.

6. Conclusion and recommendations

The main goal of this study was to investigate how consumers view CE business models or CEBMs and how those perceptions affect their purchasing decisions. The study set out to find out how much consumer knowledge there is about CEBMs, how these models influence customers' purchasing decisions, and how adopting these models affects enterprises as a whole. These goals are important in the context of CEBMs because they advance consumer acceptability of sustainable business practises and their general understanding, both of which are essential for the shift to a more sustainable economy. The study's conclusions, as they are laid out in each of the chapters, offer a thorough comprehension of the interactions between CEBMs and consumer behavior. The theoretical framework was developed by a review of the literature, which emphasized how consumers are becoming more conscious of and inclined toward sustainable practices. The methodology emphasized the survey's design reasoning and quantitative approach. The data study showed that a number of characteristics, including brand loyalty, readiness to pay a premium, and perception of CEBMs, have a big impact on customer purchasing decisions. These results imply a favorable relationship between customers' perceptions of CEBMs and their actual purchasing patterns. The discussion chapter placed these results in the context of the corpus of current knowledge, pointing out both gaps and consistency in our understanding. Together, these observations advance our knowledge of how customers view CEBMs and how that perception affects their purchasing decisions. By providing empirical evidence on the relationship between CEBMs and consumer behavior, the study thereby closes a significant gap in the body of literature. It provides insightful information for firms and governments operating in the field of sustainable commerce.

The study's conclusions have important theoretical ramifications, especially for our understanding of how consumer perceptions affect consumers' decisions to buy in the setting of CEBMs. The hypotheses covered in previous chapters, especially those concerning consumer behavior towards sustainable practices, are supported and extended by the positive link between consumer awareness of CEBMs and purchasing behavior. By presenting new insights into consumer attitudes towards sustainability along with empirical evidence that supports established ideas, this research adds to the body of knowledge in academia.

These findings have significant practical ramifications for companies and legislators. Firms must comprehend the elements influencing customer purchasing decisions, particularly those using or considering CEBMs. According to the study, customer decisions can be greatly influenced by raising consumer awareness, encouraging brand loyalty, and highlighting the advantages of products' quality and environmental benefits. These findings can help policymakers create programs and policies that advance sustainability and CEBMs, so facilitating the shift to a more sustainable economy. The study emphasizes how crucial it is for companies, customers, and legislators to work together to create a sustainable market environment. Although this study offers insightful information about consumer behavior with regard to CEBMs, it should be noted that it has several limitations. One major drawback is the reliance on self-reported data obtained via surveys, which may include biases such as social desirability bias. This bias may have an impact on respondents' accuracy, which would compromise the validity of the results.

Furthermore, the conclusions of the study cannot be broadly applied to a more diverse and larger population due to its exclusive emphasis on a particular demographic and geographic region. These restrictions emphasize the necessity of interpreting the results with caution. They also emphasize how crucial it is to carry out additional studies with a wider range of sample sizes and maybe include qualitative techniques in order to comprehend customer attitudes and behavior on a deeper level. Future studies could improve the findings' robustness and generalizability to various circumstances by addressing these limitations.

In order to improve the generalizability of the results, future research should broaden the demographic and geographic diversity of participants in order to address the limitations of this study. A longitudinal strategy might offer insightful information about how consumers' opinions of CEBMs change over time. Furthermore, using qualitative research techniques like focus groups and in-depth interviews would provide a deeper comprehension of the subtle differences in customer attitudes and behaviors. Given the growing impact of digital media on consumer behavior, examining how digital marketing shapes consumers' perceptions of CEBMs could also produce important results. Furthermore, it is imperative for practitioners to adopt a more granular approach when implementing CEBMs to ensure they resonate more effectively with consumer preferences and expectations. Practically, companies should consider deploying targeted marketing strategies that highlight the tangible benefits of CEBMs, such as cost savings, enhanced product life, and positive environmental impact, to specific consumer segments. For example, leveraging social media platforms to showcase real-life case studies and customer testimonials can significantly enhance consumer trust and interest in sustainable products. Additionally, companies could collaborate with influencers and thought leaders within the sustainability sphere to broaden their reach and credibility.

From a policy perspective, governments and regulatory bodies should consider introducing incentives for both consumers and businesses to engage with CEBMs. This could include tax breaks, subsidies for sustainable product purchases, or grants for companies that actively reduce their environmental footprint through circular practices. Moreover, the development of standardized metrics for assessing the sustainability and circularity of products can help consumers make more informed decisions, thereby increasing the demand for such products. For future research directions, there is a need to delve into the psychological drivers behind consumer resistance or acceptance of CEBMs. Understanding the underlying motivations, beliefs, and attitudes that influence consumer behavior towards sustainability can aid in designing more effective communication and engagement strategies. Additionally, exploring the role of technology in enhancing the efficiency and appeal of CEBMs, such as through the use of blockchain for transparency in product lifecycle tracking or artificial intelligence for optimizing resource use, can provide valuable insights for both practitioners and academics. Research could also focus on cross-cultural comparisons to understand how consumer perceptions of CEBMs vary globally and the implications for multinational corporations aiming to implement sustainable practices across different markets. By addressing these areas, both practitioners and researchers can contribute more effectively to the transition towards a more sustainable andCE, ensuring that consumer needs and preferences are at the forefront of this transformative journey.

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